

## **Abstract**

<b>Title:</b>	Rytiri Kladno hockey match benefits for spectators
<b>Objectives:</b>	Analysis and description of benefits, taken from the visiting Rytiri Kladno hockey game to spectators in the season 2012/2013. Finding satisfaction with individual benefits and propose measures that could lead to increased satisfaction and increase attendance.
<b>Methods:</b>	observation, electronic survey, written interview, personal interview
<b>Results:</b>	Proposals and recommendations to improve spectator satisfaction and increased attendance.
<b>Keywords:</b>	Rytiry Kladno, marketing research, ice hockey, hockey match benefits, spectator satisfaction